

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
TELECOMMUNICATIONS ADVISORY GROUP

March 22, 2001  
MAG Office  
302 North First Avenue  
Phoenix, Arizona

MEMBERS ATTENDING

Jim Hull, Mesa, Chair  
\*\*Betsy Wise, Carefree  
\*\*Don Estensen, Chandler  
\*Peter Putterman, Fountain Hills  
\*\*Shawn Woolley, Gilbert  
Jerry Wightman, Glendale  
\*\*John Imig, Goodyear  
Lynn Dunn, Litchfield Park  
\*\*Cary Parker, Maricopa County

\*\*Duncan Miller, Paradise Valley  
\*\*Ralph Spencer for Sandy Teetsel, Peoria  
\*\*Greg Binder, Phoenix  
Debbie Kohn, Scottsdale  
\*\*John Laue, Tempe  
\*\*Rosemarie Martinez-Booth for Ralph Velez,  
Tolleson  
Craig Stender, ADOT  
Randi Alcott, RPTA

\*Members neither present nor represented by proxy

OTHERS PRESENT

Jeff Bump, Phoenix  
Audrey Skidmore, MAG  
Heidi Pahl, MAG  
Tiffany Huisman, MAG  
Tim Greene, Avondale  
Brad Tritle, GITA

\*\*Mark Goldstein, International Research  
Center  
Rita Walton, MAG  
\*\*Councilman Dick Gregory, Youngtown  
Rana Marie Lewis, Gila Bend  
\*\*Joe La Fortune, Queen Creek

\*\* Participated via telephone conference call.

1. Call to Order

The meeting was called to order at 10:08 a.m. by Chairman, Jim Hull. The following members attended via telephone conference call: Betsy Wise, Don Estensen, Shawn Woolley, John Imig, Cary Parker, Duncan Miller, Ralph Spencer, Greg Binder, John Laue and Rosemarie Martinez-Booth.

2. Approval of January 25, 2001 Meeting Minutes

It was moved by Debbie Kohn, seconded by Jerry Wightman and unanimously recommended to approve the January 25, 2001 meeting minutes.

### 3. MAG Regional Videoconferencing System (RVS) Update

Heidi Pahl informed the group that MAG has begun working with Norstan Communications, Inc. on the 90-day implementation of the Regional Videoconferencing System. Ms. Pahl shared that City of Phoenix, with the help of Norstan, were able to successfully interview a candidate in Sweden via videoconference for a position in the Phoenix Parks and Recreation Department. She noted that there were some small issues, but that the call connected at 384kbps and was successful. Heidi Pahl also stated that Gilbert has had great success using their videoconferencing system to work with a consultant in Chicago and has held approximately six meetings via videoconference with the consultant. Shawn Woolley explained that the videoconference system has enabled them to bring more staff to the table and utilizing this technology costs much less than flying to Chicago for meetings. Craig Stender added that ADOT has had about four videoconference meetings with an out of state contractor regarding their digital photo project for licenses and that it has saved ADOT employees time and allowed for greater participation.

Jim Hull asked that member agencies share their videoconference success stories with Heidi Pahl in order to market the RVS and demonstrate success for future funding of the project.

Heidi Pahl mentioned that the Site Coordinator Workshop held on March 9, 2001 was well attended by member agency staff that were either new to their organization or unfamiliar with the project. Ms. Pahl stated that she reviewed information regarding the role and responsibilities of the site coordinators, the role of MAG and MAGTAG in the project and gave a brief project update. Ms. Pahl then introduced Kent Bowers, Norstan Project Manager.

Kent Bowers distributed a videoconferencing status report to the MAGTAG. He informed the group that 16 sites have been evaluated and 15 sites are functional. Kent Bowers stated that Norstan technicians have completed the initial assessment of the Latitude System and the video multi-point conference server (MCS). Both servers are working with some minor problems that Norstan will fix. He explained that Norstan will need to install the equipment at the nine sites currently without videoconference machines. He added that they will work on bringing every video unit up to the current software revision. Mr. Bowers also stated that Norstan will be working with the sites to verify that all equipment, manuals and software are present. He said that training for the site coordinators will most likely begin in early to mid-April and continue through the middle of May, 2001.

Lynn Dunn stated that she has not been contacted by Norstan yet. Kent Bowers explained that they will be contacting the agencies without videoconference equipment in the next few weeks.

Jim Hull asked Kent Bowers to clarify some of the site information on the spreadsheet. Kent Bowers stated that various sites are missing some software and manuals. Mr. Bowers indicated that the videoconference systems may be functional, but still need to be brought up to system acceptance. Rita Walton followed up by explaining that Norstan has completed the initial assessment and will order any new equipment if needed and revisit all sites to bring them to system acceptance. Kent Bowers also stated that only one existing site is not functional. Heidi Pahl indicated that she hopes to use videoconferencing at the next MAGTAG meeting.

Kent Bowers stated that he hopes to hold audio conference end user training prior to the next MAGTAG meeting and that the videoconference equipment was in better shape than anticipated.

Debbie Kohn inquired as to whether a solution had been determined regarding network for the Town of Wickenburg. Heidi Pahl responded that a teleconference was held yesterday between Maricopa County, MAG and Norstan to discuss the Wickenburg network issue for the MAG RVS. She stated that Norstan is looking into a fiber solution from MAG to Wickenburg and Cary Parker is working with an engineer at Maricopa County to determine what type of equipment is needed to make the microwave solution work.

Heidi Pahl stated that the RVS Marketing Group would be meeting following the MAGTAG meeting and asked that any interested parties attend and bring their marketing materials and ideas.

Heidi Pahl reminded the MAGTAG that the audio conference system is operational and user friendly. She explained that the system has 48 ports and that she is available to help set up a call or conduct training on how to use the Latitude audio conference system. Shawn Woolley asked what kinds of meetings can be held via audio conference. Heidi Pahl stated that any MAG member agency meetings can be conducted via audio conference call.

Debbie Kohn asked when videoconference training will be held. Kent Bowers explained that videoconference training will be held after every site is up and running and would most likely occur from April, 2001 to the middle of May, 2001.

Jim Hull reiterated the importance of documenting all calls in order to prove success of the project.

#### 4. Regional Connections

Heidi Pahl stated that Buckeye and El Mirage are now fully functional. She noted that El Mirage already had a basic web presence and that Buckeye has a basic web page with a project underway to expand their web site. Ms. Pahl mentioned that the Buckeye web site is [www.buckeyeaz.org](http://www.buckeyeaz.org). She noted that Buckeye has already paid for eight additional email accounts.

Ms. Pahl noted that Youngtown and Guadalupe are pleased with their new email and Internet connectivity. Both have already paid for some additional email accounts. She said that their web pages will go up soon.

Heidi Pahl mentioned that Tolleson is 90% of the way there, but that MAG is working on resolving an IP addressing issue so that Tolleson can be fully functional. She explained that the Tolleson email addresses are configured and the connection is live, so the IP issue is the only outstanding issue. Ms. Pahl said that MAG staff expect to resolve this issue prior to the next MAGTAG meeting. She noted that Tolleson has a basic web presence at [www.tollesonaz.org](http://www.tollesonaz.org).

#### 5. Government Information Technology Agency (GITA) Update

Brad Tritle from GITA thanked Rita Walton and Heidi Pahl for the opportunity to meet with them to discuss GITA's projects. Mr. Tritle gave an update on Telecommunications Open Partnerships

of Arizona (TOPAZ) -- coordinating public sector telecommunications needs throughout Arizona. He also discussed the Computer Systems Policy Project (CSPP) and how it is being used as a self-assessment tool for communities around the U.S.

Brad Tritle distributed a TOPAZ information booklet. He noted that for those on audio conference they could look at the booklet at [www.gita.state.az.us](http://www.gita.state.az.us). Mr. Tritle mentioned that the Arizona carrier services contract has nine new carriers. He mentioned that the Arizona Department of Transportation (ADOT) and the Department of Economic Security (DES) are diligent in building networks throughout the state and are beginning to use the new state contract.

Brad Tritle stated that the Arizona economy is good, but unemployment is high in some rural areas and there are concerns about the job pool and broadband connectivity. He said that the Arizona Partnership for the New Economy (APNE) Connecting to Opportunities hot team was important for rural areas because it gave them an assessment of connectivity and encouraged broadband infrastructure build-out which is important for economic development, public safety and education.

Brad Tritle gave a brief update on the Arizona Telecommunications Directory (ATD) stating that the University of Arizona Information Systems Group is going to work on the mapping component of this project.

Brad Tritle asked Craig Stender to give an update on the ADOT Shared Resources for Telecommunications Project. Mr. Stender mentioned that since his last update to MAGTAG a couple months ago, ADOT has finished the Request for Proposal and selection process and is working with Adesta as the vendor. He noted that they will begin the negotiation process in mid or late April 2001. Mr. Stender stated that ADOT is currently facilitating getting fiber in the ADOT right of way and working with other land owners. He said that ADOT anticipates construction in spring to summer of 2002 after the environmental assessment is complete. Mr. Stender asked how this project fits into the City of Phoenix fiber project. Heidi Pahl stated that Janette Torres from the Community Economic Development Department at the City of Phoenix is the Project Manager for the Phoenix Fiber Project and she was unable to attend this meeting but will be able to provide an update at the next TAG meeting.

Brad Tritle gave a brief update on the CSPP. He said that the community assessments are a useful tool. He noted that CSPP was founded in 1989 and its members include the founder of Dell computers, Carleton Fiorina of Hewlett-Packard, Michael Capellas of Compaq computers and other CEO's of high tech companies. Mr. Tritle stated that Ken Kay may be speaking at the Government and Technology Conference about the CSPP tool and he would encourage MAGTAG members to attend.

Brad Tritle stated that a new community assessment tool is being developed and the City of Mesa is the first city to implement the tool. Mesa hired Seth Fearey to do Phase One of the assessment for them. He added that MAGTAG members can get more information on this project from Mesa's web site.

Brad Tritle gave his contact information to the MAGTAG.

Heidi Pahl asked Brad Tritle for the dates and information of the Government Technology Conference so that she could distribute it to MAGTAG members. Mr. Tritle responded that he did not know the exact dates, but would get that information.

Debbie Kohn asked if the money available for community assessments was for all jurisdictions or primarily for rural areas. Brad Tritle explained that the stipulations have not been decided upon, but a percentage of the funds may be reserved for rural areas since they have had more difficulties getting telecommunications services.

Brad Tritle stated that some cities have talked with consultants about participating in the community assessment project and that he is trying to identify consultants that do this type of work so that a list may be compiled. He recommended that consultants have a combination of economic development, community planning, and technical knowledge and noted that it is difficult to find that combination. He said it would be better for the community to have a consultant with a blend of talents and areas of expertise work on the assessment. Mr. Tritle indicated that he is looking to have someone like Mr. Fearey to do a training for community leaders in the near future.

Jim Hull explained that Mesa's participation in the pilot of this program helped to bring all players to the table and generate interest. Mr. Hull stated that Seth Fearey felt governments often are more critical of themselves when doing a self-assessment.

Rita Walton noted that Mr. Tritle volunteered to be a part of the Evaluation Group for the MAG Regional Community Wide Area Network Study and that state representation will be very helpful in identifying things the consultant can do to help the community.

## 6. Breakout Groups

Heidi Pahl explained that in the past, the MAGTAG established smaller, informal breakout groups of four to five people to accomplish goals set forth by the committee. She stated there had been some interest in a second videoconferencing forum and possibly an e-government forum. Ms. Pahl requested feedback from the group as to whether this was something they wanted to do again.

Debbie Kohn and Randi Alcott volunteered to join the team to plan the marketing forum.

Jim Hull stated that there seems to be sufficient interest to form a marketing group and that MAGTAG could discuss other forums at the next meeting. Mr. Hull asked the group to look over a draft calendar that will be sent out prior to next meeting outlining this years MAGTAG agenda items. Jim also asked that the group consider whether a forum each year focusing on emerging technologies is something they wish to consider.

## 7. Announcements and Public Input

There were no announcements or public input.

8. Date of Next Meetings

The next meeting of the MAGTAG is scheduled for April 26, 2001 and will be available via audio conference and may be available via videoconference.

Jim Hull expressed concern that the MAGTAG would need to meet in-person occasionally once the videoconference system is being utilized.

The meeting was adjourned at 11:31 a.m.